



**AIT**  
**Asian Institute of Technology**

## **Asian Institute of Technology Corporate Branding Guideline: Use of the AIT Logo**

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**New globe logo**

### **New globe graphic for AIT in 2008 and beyond**

AIT is a network university that is rooted in the context of Asia and has a strong international orientation.

Today, AIT is making great collaborative inroads into areas of Central and West Asia. At the same time, AIT maintains its traditional linkages and forms of partnerships in many countries all over the world.

The globe icon depicted as part of the current AIT logo does not present continental Asia as the primary point of attraction to the eye. Rather, a large portion is given



**Current globe logo**

to the open Pacific Ocean (in the east). Also, it stops Asia at a point around Pakistan in the west. It does not give much visual representation to Central or West Asia or Africa. In the original AIT logo (of 1959) a portion of the east coast of Africa was depicted.

### **For Consideration:**

Modify the globe graphic to reflect AIT's orientation in 2008 and beyond.

- (a) Move continental Asia slightly lower to a more central part of the globe.
- (b) Rotate the globe (slightly) towards the east in order to capture more portions of the continent of Asia, leading into Europe and Africa.

## 1. Introduction

This (draft) graphic identity guideline for the Asian Institute of Technology provides a foundation for clear and consistent communication of the institute's identity by means of its logo. Adhering to common standards ensures that AIT's correct name appears on all official AIT communications.

For all mediums - publications, Web site, advertising, signage, letterhead or business cards - layout and colour are orchestrated to impart a unified 'brand'. As such, this publication includes a description of the logo for AIT and guidelines for its use, including official colours.

The official policies and standards note specific uses to be followed by the AIT community.

## 2. The AIT Brand

Without question, the Asian Institute of Technology possesses a strong brand name which has been developed since 1959.

The brand is designed to be flexible enough to meet the needs of a diverse AIT community serving a number of audiences, while creating a strong presence for the institute in the higher education marketplace. Consistent use of the brand guidelines is integral to building public awareness of AIT and support for its mission.

Our logo forms the foundation upon which the AIT brand is built and captures the institute's important mission as well as our bold vision for the future. In particular, AIT's signature logo draws upon the fact that AIT is rooted in Asia and has a strong international orientation. This graphic is a key strength of the AIT brand.

## 3. The AIT Logo

The AIT logo should appear on all institute-affiliated publications. Four variations of the logo are suggested to accommodate a range of applications. Digital files are available in a number of different formats for these configurations. One of these approved files should always be used when reproducing the logo.



Current logo

## 4. Logo Configurations

### Logo One:

The logo consists of circular globe graphic showing a map of the Asia-Pacific region. The institute's acronym "AIT" appears alongside. The name "Asian Institute of Technology" appears below. This logo must be treated as one unit. The proportion and spacing of the elements should not be altered in any way. The globe icon should not be separated from the wording.



New logo

### Logo Two:

The logo consists of the circular globe graphic showing a map of Asia-Pacific region. The institute's powerful acronym "AIT" appears alongside, occupying a height equal to that of the globe graphic.



New logo

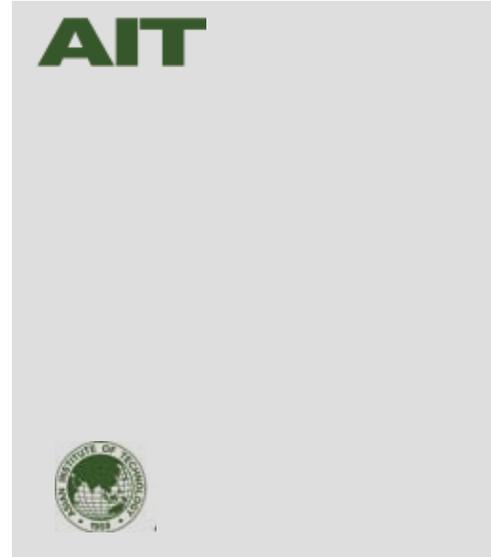
### Logo Three:



The logo consists of the circular globe graphic showing a map of Asia-Pacific region.

The stand alone globe may be used.

### Logo Four:



The "AIT" text may stand alone provided that the globe graphic is also used on the same page. In this case (example left), the globe graphic is located on the bottom left-hand corner.

## 5. Corporate associations between partner logos

To associate AIT with partner organizations, place the AIT logo and partner logos next to each other in either a landscape or stacked format. Do not link with lines or boxes. Wherever possible, place the AIT logo first.

## 6. Use of the logo within units of AIT

When placing the logo along with other logos, such as those of AIT units, schools, etc, the official AIT logo should not be overshadowed.

## 7. Sizing and placing the logo

In most instances, the AIT logo should be used at a reasonable size and never hidden away.

The logo should be of a sufficient size so that the writing within the globe graphic is legible.

The logo must always be placed horizontally.

## 8. Spacing around the logo

Always make sure that there is a minimum exclusion zone around the Asian Institute of Technology logo (see example). This exclusion zone is based on the size of the icon in the logo. Please ensure that you explain the relationship between AIT and the partner organization in the publication. You can do this with a few small words such as 'supported by' or 'in partnership with' above the partner logo.



## 9. Colours

- Dark Green (with CMYK, RGB specifications), and White-out version on dark green background

C	75	R	63
M	38	G	100
Y	96	B	50
K	30		

## 10. Printing on coloured backgrounds

If the logo will be printed on a plain white background, the dark green colour version should be used, unless the printing is single colour (black), in which case the black version of the logo should be used.

If the logo will be printed on a light coloured background (eg. a tint) the green version should be used. If the logo will be printed on a dark or strongly coloured background the white-out version should be used.

If the logo will be printed on top of a patterned background please ensure that the contrast of the background image is strong or dark enough for the logo to stand out and be clearly read.

Give careful consideration as to which version of the logo will stand out most successfully.

## 11. How not to use the AIT logo

The logo should only appear as specified previously.

Some examples of incorrect uses are shown here for your guidance.

1. The lettering does not appear on its own.
2. Always produce the logo in horizontal format.
3. Do not stretch the proportions of the logo.
4. Do not add extra wording to the logo.
5. Do not reproduce the logo inside a distinctive box or other shape.
6. Do not let any words or shapes appear within the exclusion zone.
7. Do not use the logo or graphic to form part of another word.

1.



2.



3.



4.



Sports Facilities

5.



6.



7.

